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Before the

FEDERAL COMMUNICATIONS COMMISSION

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Washington, D.C. 20554

ORIGINAL

In re Applications of

MILFORD BROADCASTING CO.

SHARON A. MAYER

For Construction Permit for a New
FM Station on Channel 271C2
in Milford, Iowa

MM Docket No. 92-317

File No. BPH-911003MI

File No. BPH-911004MG

To: Honorable Edward Luton
Administrative Law Judge

INTEGRATION AND DIVERSIFICATION STATEMENT

Pursuant to Section 1.325 of the Commission's Rules, Milford Broadcasting Co. by its counsel, hereby submits its Integration and Diversification Statement.

Respectfully submitted,

MILFORD BROADCASTING CO.

By:


Linda J. Eckard

Mary L. Plantamura

Roberts & Eckard, P.C.
1919 Pennsylvania Avenue, N.W.
Suite 222
Washington, D.C. 20006
(202) 296-0533

Its Counsel

February 23, 1993

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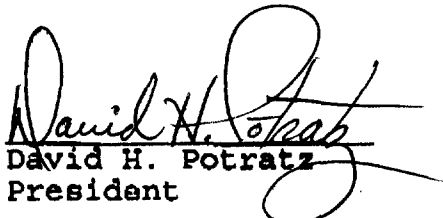
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To: Honorable Edward Luton
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INTEGRATION AND DIVERSIFICATION STATEMENT

Pursuant to Section 1.325 of the Commission's Rules,
Milford Broadcasting Co. ("MBC") hereby submits the attached
Integration and Diversification Statement.

Respectfully submitted,
MILFORD BROADCASTING CO.

By: 
David H. Potratz
President

February 23, 1993

INTEGRATION AND DIVERSIFICATION STATEMENT

A. **Ownership Structure:** MBC is an Iowa corporation. The corporation is authorized to issue 20,000 shares of voting stock, 2,000 of which are issued, and 80,000 shares of non-voting stock, none of which are issued.

B. **Ownership Percentages:** Sharyl L. Potratz owns 51% of the issued and outstanding voting stock of MBC. David H. Potratz owns 47%, and Kevin W. Galbraith owns 2%, of the issued and outstanding voting stock. Sharyl Potratz and David Potratz are husband and wife. Sharyl Potratz is the sister of Kevin W. Galbraith.

C. **Integrated Owners:** David Potratz and Sharyl Potratz will both be integrated on a full-time basis into the management and operation of MBC's proposed FM radio station. Upon award of a construction permit to MBC, David Potratz will terminate his current employment and become the full-time General Manager of MBC's proposed station. As General Manager, David Potratz will work a minimum of 40 hours per week at the station. Mr. Potratz will be in overall charge of the station's day-to-day operation, including programming, staffing, sales, and finance.

Upon award of a construction permit to MBC, Sharyl Potratz will terminate her current employment and work full-time, a minimum of 40 hours per week, as Public Service Director and Promotional Director of the proposed station. As Public Service Director, Mrs. Potratz will

continually follow community events and issues. She will ascertain the needs and interests of the community and formulate programming and other station activities to meet those community needs and interests. As Promotional Director, Mrs. Potratz will define and implement programs to promote the proposed station to the public. In addition to her other duties, Mrs. Potratz will be responsible for administration and implementation of the Equal Employment Opportunity Program. In fulfilling these roles, Mrs. Potratz will work closely with the General Manager, Program Manager and Sales Manager.

D. Other Media Interests: David Potratz claims a 10% ownership interest in Radio Station KJJG-FM, Spencer, Iowa. In a written employment agreement dated September 5, 1987, the owners of Station KJJG-FM agreed, among other things, to form a corporation to be named KJJG-FM Broadcasting, Inc. Upon entering into the agreement with the owners and engaging in employment as Chief Operations Officer, David Potratz was to receive ten percent (10%) of the outstanding shares of said corporation.

Although all parties executed the agreement and David Potratz worked as Chief Operations Officer of the station from September 5, 1987, through September 16, 1991, David Potratz never received the shares as agreed. David Potratz's employment at KJJG-FM was terminated on September 16, 1991.

In the event of a grant of MBC's application, David Potratz will divest himself of any interest in KJJG-FM that he may hold at the time of the grant.

No party to MBC's application has any other ownership interest in any medium of mass communications.

E. Minority/Female Credit: MBC claims qualitative credit for Sharyl Potratz's female gender.

F. Local Residence and Civic Involvement: M B C c l a i m s qualitative credit for David and Sharyl Potratz's past, current and continued residence within the proposed 3.16 mV/m signal contour of MBC's proposed FM station.

David Potratz has lived within the proposed 3.16 mV/m signal contour for nearly 47 years, the last 28 years of which have been continuous without interruption. Sharyl Potratz has lived within the proposed 3.16 mV/m signal contour since she was born in 1941, except for a less than 6 year temporary absence from August 1959 until April 1966 when she went to college in Cedar Falls, Iowa, and then lived in Nashua, Iowa.

Sharyl and David Potratz will move to Milford, Iowa, if the construction permit is awarded to MBC.

MBC claims qualitative credit for the extensive civic activities of David and Sharyl Potratz.

David Potratz has been actively involved in numerous civic activities within the city of license, Milford, Iowa, including, but not limited to:

- participation in city promotions;
- radio play-by-play coverage of numerous Milford sporting events, including football, basketball, baseball, wrestling, and track & field beginning in 1966;
- keynote speaker at high school banquets;
- graduation commencement speaker in 1988;
- Kiwanis Club speaker in 1990;
- support and promotion of Milford School District programs and athletic events;
- promotion of the Milford businesses through radio advertising and assistance with the Pioneer Day Celebration in either 1967 or 1968; and
- while manager of KJJG radio station, acquired membership for KJJG to Milford Chamber of Commerce and assigned and supervised station personnel on the Chamber's promotion committee from 1988-91.

David Potratz has been extensively involved for 28 years in civic activities throughout the entire service area of the proposed station, including, but not limited to:

- active officer, director, founder or member of numerous civic organizations including: Kiwanis Club, YMCA, Easter Seals, Heart Association, United Way, Arts Council, Northwest Iowa Coaches & Officials Association, Governor's Come Back to Iowa Program, Spencer Area Association of Business & Industry, Clay County Fair Association, Iowa Sportscasters Association, numerous youth sports leagues, booster clubs, university support clubs, sportscasters associations, and church groups;
- arranging and directing celebrity appearances to raise funds for community organizations and personal participation in numerous community fund raisers such as the Heart Association, from approximately 1986-92 and the Easter Seals Pony Express of Iowa from 1966-91;
- arranging major league sports clinics and tryout camps;
- director of Centennial Pageant;
- guest speaker, master of ceremonies or entertainment host at numerous community banquets and events, including master of ceremonies and logistics manager for artists performing at Clay County Fair;
- developing "celebrity spotlight" programs introducing numerous celebrities to community and interviewing them on radio;

- producing numerous special productions bringing events of state or national importance to community;
- public address announcer for numerous community sporting events and other activities;
- representative of community in regional and national associations, including member of board and state/national spokesman responsible for acquiring federal and state funding for "Main Street" program revitalizing downtown areas in 1987;
- founder, coach or tournament director of numerous community sporting events including Spencer Family Y youth basketball tournament involving over 1,000 players;
- promotion of area businesses through radio broadcasting;
- participation in drug and alcohol abuse prevention programs;
- and
- recipient of numerous awards:

Jerry Golden Memorial

American Heart Association's News Media Award (1991)

Electronic Media Award

Iowa High School Athletic Assoc. News Media Award (1978)

Iowa High School Baseball Media Award (1987)

YMCA Award for Outstanding Service (1989)

Sharyl Potratz has been involved in civic activities throughout the service area of the proposed station, including, but not limited to:

- teaching within the community for over 26 years (including recognition as outstanding female educator) and active in educational issues important to the community;
- representing the Spencer Community School District on the State of Iowa Governor's Math Committee, Phase III Review Committee, and Phase III District Advisors' Committee from 1990-92;
- developing and implementing drug and alcohol abuse awareness program, bringing together students and parents for participation;
- developing and implementing student support groups;
- organizing and directing Spencer community educational display at the Clay County Fair, malls, and at special events;
- member of educational associations; and
- recipient of awards:

Jaycee Award for Outstanding Young Female Educator (1979)

Outstanding Young Woman of America (1975)

G. Broadcast Experience: MBC claims qualitative credit for the extensive radio broadcast experience of David and Sharyl Potratz.

David Potratz received a broadcasting degree from Brown Institute of Broadcasting in Minneapolis, Minnesota in 1964 and subsequently has accumulated over 28 years of full-time experience in radio broadcasting

(including 26 years experience within the 3.16 mV/m service contour of the proposed station).

David Potratz has worked full time at the following radio stations:

KDAK, Carrington, ND, from June 1964 through August 1965;

KICD, Spencer, IA, from August 1965 to approximately July 1987;

KJJG, Spencer, IA, from September 1987 until September 1991.

Since September 1991, Mr. Potratz has been employed selling radio broadcast computer systems.

Mr. Potratz has extensive experience in all aspects of radio broadcasting, including experience as:

General Manager

Program Director

Announcer/Disc Jockey

Sales Manager & Salesman

Commercial Production

Account Representative

Newscaster & Farm News Reporter

Sports Director

Sports Show Broadcaster & play-by-play Announcer

Weather Reporter

Talk Show Host

Promotion Director

Public Service Director

Sharyl Potratz has been associated with broadcasting for over 25 years. Her broadcast experience has been acquired through part-time employment at Radio Station KJJG-FM, Spencer, Iowa, from approximately 1987-89, and from active support of her husband's (David Potratz) broadcasting activities. Sharyl Potratz's broadcast experience has included public service, programming, commercial preparation, station re-organization, office management, and customer relations.

H. Daytimer Preference: MBC does not claim a daytimer reference in this proceeding.

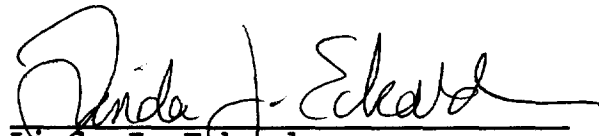
CERTIFICATE OF SERVICE

I, Linda J. Eckard, an attorney in the office of Roberts & Eckard, P.C., hereby certify that I have sent a copy of the foregoing INTEGRATION AND DIVERSIFICATION STATEMENT by first class U.S. mail, postage prepaid, on this 23rd day of February, 1993, to the following:

- * Honorable Edward Luton
Administrative Law Judge
Federal Communications Commission
2000 L Street, Second Floor
Stop Code 0900
Washington, DC 20554

- * Paulette Laden, Esq.
Hearing Branch, Enforcement Division
Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W., Room 7212
Washington, DC 20554

Richard F. Swift, Esq.
Tierney & Swift
Suite 210
1200 18th Street, N.W.
Washington, DC 20036
Counsel for Sharon A. Mayer



Linda J. Eckard

* BY HAND